



THE BELLOWS

31st GREAT YEAR

February 18, 2010

Puget Sound Photographic Collector's Society, Inc.

Vol. XXXI No. 6

WHAT

NEXT REGULAR MEETING OF PSPCS

WHERE

DES MOINES MASONIC TEMPLE 2208 S. 223rd St. (Take Midway exit #149 west off I-5...go to first stop light west of Pacific Hwy. South...Turn right.)

WHEN

Thursday, February 18th 7:00 p.m. till 10:00 p.m. (doors open about 6:00 p.m.)

WHY

A short business meeting..Member's trade and sell tables..(please ignore during business meeting) Auction (one lot per member)..Door Prize..Show & Tell...Program: In honor of this Valentine Day month please bring your "cutest and/or best Foo-Foo" photographica items. Don't be shy. If you enjoy it then bring it to share. Cute is good.

STOP THE PRESSES:

Yes, we have happy breaking news. In the December Bellows your Show Committee announced that, for both monetary considerations and the lack of an easily available quality guest speaker, the popular special Thursday meeting to begin our Show Experience Weekend would be canceled for this year.

Then, in out of the gloom--dressed in a bright coat of many colors-- appeared Milan Zahorcak one of our Portland area Club members who had done such a well received presentation at our special Thursday meeting last year. Much to our surprise and pleasure Milan said he hated to see our special Thursday kickoff meeting get canceled. He then happily..even eagerly..volunteered to prepare an entirely new talk so our Thursday evening special kickoff meeting tradition could continue...at a price even we could afford. The Show Committee took all of about 60 seconds to say a resounding YES!

So, forget everything you thought you knew about our April Club meeting schedule. There will be NO Club meeting on April 15th. Instead, we will now have our single April Club meeting on Thursday, April 29th to kickoff our Show Experience Weekend..with...(drum roll)...special guest speaker Milan Zahorcak.

Milan promises this year's talk will be a strictly "good time" show--no left over math from last year--but with little or no nap time...and will be a lot of fun! The topic will be: "Photographers & Their Cameras". Milan will feature "vernacular" (i.e. snapshot) images from his large collection of old photographs...from about 1860 through the 1950s...of mostly ordinary folks actually using their cameras. The talk will have lots of audience participation. Test your photoforensic CSI skills--Camera in Scene Identification. If you would like a copy of Milan's presentation bring at least a 1 GB Flashdrive to the meeting.

Your Show Committee is very pleased that Milan has allowed our special Thursday speaker meeting to continue for this year. Milan is a highly entertaining and knowledgeable speaker and we can all look forward to an interesting and fun filled evening. Please spread the word that our Thursday, April 29th presentation is a go. Be sure to invite anyone you think might enjoy such a fun filled photographic presentation.

★ ★ ★ BACKSIDE INFORMATION ★ ★ ★

The January 21st meeting of the Puget Sound Photographic Collectors Society was called to order at 7:00 p.m. by president Mike Immel. There were 24 members in attendance. Minutes of the previous meeting were read and approved. Treasurer Shirley said we still were in the black but that there were still some members who had not paid their dues for 2010. This will be the last Bel lows sent to non paying members.

OLD BUSINESS: None. NEW BUSINESS AND ANOUNCEMENTS:

Gary announced that the Tucson Show by the Western Photographic Historical Society would be held Sunday, March 14th.

Bill Kimber gave a Show report that all was proceeding on schedule. He urged members to sign up for a FREE display table to show off part of their collection. You do NOT need to buy a sales table in order to have a display table.

Bill then announced that the Show Committee had decided to reinstate our special Thursday evening guest speaker meeting on April 29th to begin our 30th Show Experience Weekend. (see story on page one. Ed.) Mike Immel passed around a sign-up sheet for ticket takers to man the door during our Show. Those who work one hour on the door will receive a \$25.00 early in pass.

EARN THAT CAMERA:

Stu Curry made a great presentation on the Retina SI Thanks Stu. There will be no presentation in February because Stan forgot to bring cameras to choose from.

SHOW & TELL AND PROGRAM:

Gary reminded the group to be clear on camera condition and shipping terms etc on Ebay after one of his buyers broke a nice camera he bought from Gary and then tried to blame Gary. Stu showed an interesting set of un-marked Binoculars. There was a good discussion about them.

Bill Kimber had three interesting items for the program including a funky metal music box camera that rotated on it's tripod.

AUCTION AND DOOR PRIZE: Two items sold for a total of \$52.00

Bill Adams won the \$5.00 cash door prize.

Meeting adjourned at 7:40 p.m. for more nummie munching, selling and conversations.

THIS MONTH'S MYSTERY QUESTION

Answer at end of Newsletter

With thanks to the Western Photographic Historical Society

What mutated 110 camera was designed and named after a childrens' TV cartoon?



THE BELLOWS Newsletter is published 10 times per year by Puget Sound Photographic Collector's Society, Inc. Information for **The Bellows** should be sent to Bill Kimber, 1413 Weathervane Drive, Tacoma, WA 98466-5712, (253) 564-4046, billkimber@webtv.net

The P.S.P.C.S. internet address is www.pspcs.org

Dues are \$20.00 per year and should be sent to Secretary/Treasurer Shirley Sparrow, 300 Pease Road, Cle Elum, WA 98922, (509) 674-1916, sesparrow9@msn.com P.S.P.C.S. members receive first notification of our yearly April show.

President: Mike Immel (206) 856-7722 shutf64@yahoo.com



The following article on Argus slide projectors is the first in a two part series by P.S.P.C.S. Club member Robert E. Kelly. It was first published in the Michigan Photographic Historical Society's newsletter, The Photogram in Nov.--Dec. 2009 and is used with thanks. Ed.

The Design and Marketing of Argus Slide Projectors, - Part 1 - by Robert E. Kelly

Argus was arguably as much a projector company as it was a camera company. It marketed its first slide projector the same year the Argus A became the first widely-available 35MM camera. Twenty-five years later, in the early 1960s, with camera production largely moving overseas Argus constructed a new plant for slide and movie projectors carrying on the firm's "Made in America" tradition.

Fundamental marketing principles, likely created by Sales Manager Homer Hilton in the early 1940's, guided Argus throughout the life of its slide projector products. The first principle was to always understand the projector as a focus for family-oriented events. Second, offer choices at all price points in the market, emphasizing "best product for the money" appeal. Third, bundle offerings into kits or outfits to increase sales of high-profit accessories. Fourth, and most important, respond to consumers changing expectations. Consistent application and variations of these principles resulted in very successful slide projector sales.

Other manufacturers essentially designed and/or built the first three Argus slide projectors. However, in the early 1940s Argus was creating its own projector to be produced in Ann Arbor and it featured a watershed design. Ed Nimke, who supervised production of this projector (named the All-Purpose projector, or Model PA), credits much of the conceptual work to

Argus employee Bill Carr. Research indicates that Argus engineer Gustave Fassin filed the ornamental design and slide carrier patents.



Photo 1: The first Argus designed slide projector was the pre-War All-Purpose projector, Model PA.

The PA projector introduced three key design components: the base assembly frame, the quarter circle lamp house cover at the back of the projector, and a lens-mounting bracket at the front. Also incorporated into the design was a new rotating slide carrier. These same basic components can be seen in every Argus projector into the early 1950's.

A new-look projector followed with the PA-200 in 1948 using the same basic frame as the PA and incorporating a taller, more rectangular-looking lamp housing and a dark gray color. This design change was the work of Frederick W. Hertzler of Harley Earl Associates. Later variations on his design and the addition of colors to the projector's body allowed his work to influence the slide projector line for many years.



Photo 2: In 1948 the PA design was modified to introduce taller, more stylized rectangular-looking lamp housings, represented here by the Model PA-200.

"Blows Cool, Shows Cool!" was the marketing ad tag for the next slide projectors that incorporated the "Blower Base Case." With this design, when the top of the case was lifted off, the projector remained sitting on the bottom of the case for use. The bottom portion was called the "blower base" and included a cooling fan and storage space for cords and accessories. Even by adding the new base, Argus projectors continued to be small and portable for easy family use in the home.



Photo 3: An example of the "Blower Base Case" is shown here with the PBB-300 from 1953.

In the mid-1950s Argus made an exterior design change for their entire projector line responding to the features consumers were seeking. They eliminated the three distinctly-separate projector components of the 1940s and moved to a new look with smooth exterior lines and more modular components, thus improving the efficiency of the assembly process. Also, the cooling fan was integrated into the projector housing, allowing versions of the projector to be introduced without the bulky blower base that had become standard.

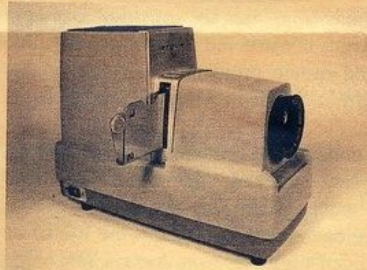


Photo 4: During the mid-1950's an exterior design change was implemented for all Argus projectors. As seen here in the 300 Model III, the past individual elements of the housing were integrated into a unit with smooth exterior lines.

With quality becoming a much more important concern for consumers in the mid-1950s, Argus used in-home trials by its own employees to check the functionality of new projectors. In addition, the concepts of "preservation" and "leisure time" became an important part of Argus' marketing approach in the comfortable mid-1950s.

Part 2 will cover: The late 1950's, 1960's and 1970's.

So

What mutated 110 camera was designed and named after a childrens' TV cartoon show?

Answer: The Teenage Mutant Ninja Turtles was a 110 camera with an electronic flash.

A logo would appear on each picture taken.

Pg 559. Orig. price \$15. —McKeown's



Photo courtesy <eBay Listing>